CANADIAN MOVING PICTURE
DIGEST
JAY L SMITH
EDITOR AND
PUBLISHER

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RAY LEWIS
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FIRST WITH THE FILM NEWS IN CANADA

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Exhibitors Ask Tax Relief From Ont.

On The Beam

By JAY L. SMITH

The Hollywood Reporter, in its issue of January 3rd, carried a headine reading, "Movie Stocks Up 60% in '54," with a sub-heading that read, Some Shares Doubled Or Tripled in Market Value As Boxoffice Booms Again." The article went on to state that 1954 saw the strongest upswing in motion picture stocks "since the early days of sound . . . with the new boxoffice boom restoring investor confidence in the industry." Among the stocks singled out for special attention in the Reporter article were RKO Pictures, which rose from $3 per share to just under $9, Loew's, which showed a rise of $8 per share, 20th-Fox, advancing over $9 per share, Walt Disney which jumped from $10 per share to approximately $27 per share in a period of three months. Other strong performers included Paramount Pictures, Columbia Pictures and United Artists Theatres. In Canada, Famous Players Corp. rose nearly $9 per share to hit a new high of $28.50 per share.

A great deal of interest has been evidenced in Amusement Stocks in this country as well as in the U.S., and at the suggestion of Gordon Lightstone, Paramount's Canadian general manager. The Digest, starting this week, will carry a weekly summary of price changes of the leading Amusement Stocks of Canada and the U.S. Quotations are being supplied through the courtesy of J. H. Crang and Co. This is just another Digest Service Feature, which we hope will meet with your approval.

We have always claimed that it really pays to advertise in The Digest, and naturally when we get a chance to prove it, we can't help bragging just a little. A few weeks

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Brief Presented To Premier Frost Immediate Attention Promised

The Motion Picture Theatre Association of Ontario and Allied Theatres of Toronto, have presented a brief to the Ontario Provincial Government asking for tax relief, to alleviate the serious condition that many Ontario exhibitors find themselves in. The brief was drawn up by a committee headed by Lionel Lester and consisted of R. W. Bolstad; C. Salmon; Wm. Summerville Jr.; Ben Freedman; Ben Shacter and Arch Jolley, executive-secretary of the MPTAO.

Premire Frost has assured the committee that after studying the brief he will meet with a delegation.

Granada, Hamilton Now The Downtown

The Granada in Hamilton, managed by Paul Turnbull, started 1955 as the Downtown Theatre when it re-opened with many structural and equipment changes for which it

(Continued on Page 3)

NOT TRUE!

Franklin D. Roosevelt Jr., visiting Toronto denied emphatically to the Digest that any deal has been made to produce the life of his late father as reported in American trade papers. He emphasized that the Roosevelt family has never been approached by anyone in this regard.

Samuel's Predicts $10 Million Gross For "20,000 Leagues"

A trio of top Disney executives were in Toronto last week going over plans that will launch one of the greatest line-ups of product ever to come from the Disney organization through A. W. Perry's Empire-Universal Films Ltd.

Heading the group was Leo Samuels, president and general manager of Buena Vista Film Distribution Co., with Charles Levy and James O'Gara rounding out the trio. Mr. Samuels came to Toronto with the

(Continued on Page 4)

UA Calgary Branch Sets Pace In Drive

United Artists' New York, Charlotte and Calgary branches, have captured first place in their respective groups in the fourth week of the third lap of the Robert S. Benjamin Drive, it was announced by

(Continued on Page 3)

Booklet On Customs Regulations Issued

Maclean-Hunter has issued a 12-page booklet of Canadian customs regulations, duties and taxes, to help U.S. advertisers in shipping printing material to Canadian publications.

The booklet has been sent to advertising trade press editors, key U.S. advertisers, ad agency and production executives. It lists the materials which may be sent into

(Continued on Page 3)

Keep your eyes on

CHARLES S. CHAPLIN
(See page 3)

Film Boards Advised By Appel Of Amusement Page Expansion

Clare Appel, Executive Director of the Canadian Motion Picture Distributors Association, and active in the continuing discussions taking place to improve newspaper-industry relations, has written to the presidents of all Film Boards advising them of the experiences in Toronto. Excerpts from his letter follow.

"Anyone familiar with newspaper-theatre advertising conditions as they have existed in past years in Toronto knows that the Toronto press was conspicuous for its aloof treatment of the motion picture industry. Premium space rates were

(Continued on Page 5)

J. J. Fitzgibbons Issues '54 Report

In his year-end report to the many shareholders of Famous Players Canadian Corp., President J. J. Fitzgibbons offered his choice of 10 pictures — not the 10 best for 1954 but his recommended list

(Continued on Page 5)

FIGHT POLIO! SUPPORT YOUR MARCH OF DIMES CAMPAIGN

NOW THEY'LL BE ASKING FOR YOUR AUTOGRAPH, MR. EXHIBITOR!

In our national magazine ads and in countless outlets of publicity we're telling the public about M-G-M's 1955 MOTION PICTURE CELEBRATION. We're reminding them that when there's a community service to perform, the theatres have always been there. Soon you'll hear of many stunts, tours and promotions acquainting the public with the Celebration that salutes *you!* Press Book, Pocket-Size "How To Sell" and all accessories available FREE at your Branch. It's up to *you*, Mr. Exhibitor, to capitalize on M-G-M's nationwide ballyhoo!.

M-G-M SALUTES YOU MR. EXHIBITOR!
THIS IDEA IS DEDICATED TO YOUR THEATRE!
M-G-M's MOVIE THEATRE CELEBRATION!
"IT'S MORE FUN AT THE MOVIES"
1955
HERE'S A MONEY-MAKING PLAN FOR YOU!
Forward in '55!
First a barrage of M-G-M publicity nationally that will glorify the theatre's vital part in show business. Then you tie in your theatre locally. In this campaign book are materials to help you stimulate your box office. Let's start off the new year with a showmanship effort for more business.
PRESS BOOK
FOR YOUR
OWN LOCAL
CELEBRATION!

(Above)
POCKET-SIZE "HOW TO SELL"
(Left)
THE PRESS BOOK

CELEBRATION RELEASES!

Ask your Branch for other fine films available!

"BAD DAY AT BLACK ROCK" *(January)*
(CinemaScope—Color) • starring Spencer Tracy • Robert Ryan • co-starring Anne Francis • Dean Jagger • Walter Brennan • John Ericson • Ernest Borgnine • Lee Marvin • Russell Collins

"GREEN FIRE" *(January)*
(CinemaScope—Color) • starring Stewart Granger • Grace Kelly • Paul Douglas • co-starring John Ericson • with Murvyn Vye

"MANY RIVERS TO CROSS" *(February)*
(CinemaScope—Color) • starring Robert Taylor • Eleanor Parker • with Victor McLaglen • Russ Tamblyn • Jeff Richards • James Arness

"JUPITER'S DARLING" *(February)*
(CinemaScope—Color) • starring Esther Williams Howard Keel • Marge and Gower Champion • George Sanders • with Richard Haydn • William Demarest

"HIT THE DECK" *(March)*
(CinemaScope—Color) • starring Jane Powell • Tony Martin • Debbie Reynolds • Walter Pidgeon • Vic Damone • Gene Raymond • Ann Miller • Russ Tamblyn with Kay Armen • J. Carrol Naish • Richard Anderson Jane Darwell

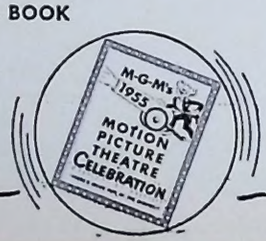
"INTERRUPTED MELODY" *(March)*
(CinemaScope—Color) • starring Glenn Ford • Eleanor Parker • with Roger Moore • Cecil Kellaway

"THE GLASS SLIPPER" *(April)*
(Color) • starring Leslie Caron • Michael Wilding • with Keenan Wynn • Estelle Winwood • Elsa Lanchester Barry Jones

"BEDEVILLED" *(April)*
(CinemaScope—Color) • starring Anne Baxter • Steve Forrest • with Simone Renant • Maurice Teynac Robert Christopher • Joseph Tomelty and Victor Francen

"THE PRODIGAL" *(Date To Be Announced)*
(CinemaScope—Color) • starring Lana Turner • Edmund Purdom • Louis Calhern • with Audrey Dalton • James Mitchell • Neville Brand • Walter Hampden • Taina Elg • Francis L. Sullivan • Joseph Wiseman • Sandra Descher

IT'S ROLLING ALONG



TO YOUR BOX-OFFICE!

UA DRIVE

(Continued from Page 1)

William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager, who are serving as co-captains of the push saluting the company's Chairman of the Board.

The New York exchange is managed by Joseph Sugar; H. Keeter heads the Charlotte branch and Robert Radis leads the Calgary exchange.

Keep Your Eyes On

CHARLES S. CHAPLIN

Still pitching in top form is Charles Chaplin, despite the many years that have elapsed since he was a top softball pitcher out in Saint John. The energetic Canadian General Manager for United Artists, who celebrates 25 years in the film industry on January 16, came to Saint John via Toronto, where he was hired for his first job in our business by Haskell Masters, as an office boy in the Toronto office of UA in 1930.

He was moved to Saint John in August, 1933, as booker and promoted to branch manager in November, 1935. In 1936 still in Saint John, he married Ruby Kunitsky. From Saint John he went to Montreal as branch manager in 1940 where he remained until named as Canadian General Manager in June, 1945.

In February, 1951 the Krim, Benjamin, Heineman, Youngstein and Fox group took over at UA and a short year later, recognizing the outstanding job being done in Canada, put Canadian operations directly under J. W. Heineman, vice president in charge of distribution with Chaplin directly responsible to him for the new division.

Always active in community work since his early childhood, Chaplin is on the executive committee of B'nai B'rith, has been chairman of the Motion Picture Section of the United Jewish Appeal and has served for the last three years as chairman of the Community Chest group in our industry for Toronto. Vice-chairman, MPIC of Canada; vice-president, CMPDA; member of Variety Club and on February 3 initiation as a member of the Pioneers, a memorable record for one of the youngest of our top executives.

Across the Country

Toronto and District

Duncan Campbell, manager of the Mountain Theatre, is steering arrangements for a benefit show in February for Variety Village under the auspices of the Hamilton Theatre Managers Association of which he is president.

• • •

Manager John Miller of the Hamilton Cinema had a contest tie-in with the Modern Furriers store during the engagement of "Modern Times" in which the lucky lady patron received a white fur wrap.

• • •

For the run of "Three Ring Circus" at the Imperial Theatre, Toronto, Manager Russ McKibbin threw in an added inducement for attendance at a matinee by distributing free Martin and Lewis balloons to the first 500 juveniles.

• • •

A progress report on the Odeon Better Management Contest shows the early leader for the showmanship and attendance section to be Nicky Langston, manager of the Hamilton Capitol, who was Odeon's Grand Champion of 1954.

• • •

A trade showing of "Romeo and Juliet" for circuit managers in Western Ontario was conducted by R. C. Harvey, district supervisor, at the Odeon Theatre, London, with Manager Ken Davies as host. The production is tentatively scheduled to open at the London house Jan. 21, it was revealed.

• • •

Formerly a well-known theatre manager in Ontario centres, Lloyd Gurr is the co-proprietor with Ted Gogoff of the Stork Club at Port Stanley. They booked the Crew Cuts for a one-night stand Jan. 7 following their big return engagement at the Toronto Casino for New Year's Week.

• • •

The Elmwood, a 620-seat suburban house at London, Ont., has been transformed into a Cinema by Twentieth Century Theatres, the new policy going into effect with the playing of "Modern Times." Previously the Elmwood had been operated jointly with the Park Theatre which now gets separate bookings.

• • •

The first 1955 baby in Smiths Falls was a boy and his parents were presented with a double pass for one month at the Soper Theatre by Manager Walter Lackenbauer. The Soper is operated by Theatre Holding Corp., Toronto.

Maritimes

Mr. F. Gordon Spencer presented two cheques this week to Miss Evelyn Mooney. This represents two prizes that have been donated for a number of years by the F. G. Spencer Company to the leaders in History and French classes in Grade XII in the Saint John High School.

• • •

Among the passengers sailing on M.V. 'Canadian Cruiser' from Halifax this week on a British West Indies cruise are Mr. and Mrs. W. P. Fenety of Fredericton. Mr. Fenety is associated with his father in the operation of the Gaiety and Capitol theatres in that city.

• • •

Mr. Mort Bernstein has been a patient in the Saint John General Hospital for some weeks with virus pneumonia. His many friends around the Maritimes will wish this popular young executive an early return to good health.

• • •

The Capitol Theatre, Woodstock, N.B., (F. G. Spencer Company Limited) which has been closed for some time while an extensive remodelling job has been taking place, re-opened Wednesday, January 12th with "The Robe."

(Continued on Page 4)

CUSTOMS

(Continued from Page 1)

Canada duty free and those on which duty is charged, and the percentages.

It discusses the best ways of shipping printing plates, suggests that parcel post is the simplest. Rail is reliable but slightly more complicated. Air express is fast but expensive.

Prospective shippers are instructed in filling out customs invoices. A sample invoice, together with a special customs form providing for the return of goods to the U.S., is included.

Briefly it notes that all printing plates intended for bound periodicals may enter Canada duty free. Art work, drawings, photographs, etc. for bound publications are dutiable at 9%, if intended for other uses, at 20%. Advertising and other printed matter is charged 25% duty, but is exempt from sales tax if sent to a periodical publication.

Bound periodicals are defined under Canadian law as those issued "at least four times yearly, bearing dates of issue, and wire-stitched or otherwise fastened together."

The booklet emphasizes the importance of stating value of shipments even when not dutiable, and divides printing plates into three classes for the purpose.

These are: Plates to be used in Canada without change from American publication, plates to be used with changes, and plates exported for use in Canada only.

HAMILTON

(Continued from Page 1)

had been closed in December, the ceremony for the new era of the 75-year-old house being performed by Mayor Lloyd D. Jackson.

Originally called the Grand Opera House, the theatre was operated for many years by Ambrose J. Small of Toronto. Among the managers prior to Turnbull, who started there in 1948, were Lloyd M. Taylor, R. S. Roddick, the late Bill Melody, Ben Greenwood, M. M. Robinson, a former newspaperman, the late William Marriott, Tom Mascara, Alfred Strowger, William Naylor and Herb Tinling.

J. R. Spackman was the manager when the Grand opened in 1880 with the extravaganza "The Brook."

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Para's Hartman Ready For 1955

Taking a look ahead at the next 12 months, Don Hartman, Paramount executive producer, has made the following forecast:

"Without presuming to be an oracle, I venture to say that business in 1955 will be as good as the pictures themselves.

"All economic factors in the free world point to promising conditions. Given good pictures, it remains only for the intelligent showmanship effort of exhibitors to make 1955 a record year.

"At Paramount we aim for a continuation of outstanding entertainments that will meet the higher standards of the domestic and world market. What benefits the exhibitor benefits us.

"Our policy is to select only the best possible ingredients for every production, and to make each picture honestly, on the well-founded premise that there is no revenue ceiling for quality.

"Exhibitors are now attuned to the new technologies. There will be still greater advancement in presentation, both in picture and sound. Paramount through VistaVision has established a high standard of presentation for all theatres—and this standard will be the goal toward which the industry will strive during the coming year. Paramount has a year's product in VistaVision ready for release which accomplishes this objective."

AFM and AGVA Set Differences To '64

The American Federation of Musicians and the American Guild of Variety Artists have settled their differences with the understanding that AGVA "can no longer raid our membership," James C. Petrillo, president of the AFM, discloses in the current issue of the International Musician.

The agreement of May 29, 1950, on jurisdictional matters between the two groups has been extended to Dec. 31, 1959, with the option of either party to extend the term to Dec. 31, 1964.

The dispute over AGVA's requiring musician performers to join it came to a head in October, 1953, when AGVA gave a 60-day notice of termination of the pact, and caused inter-union warfare in Canada ever since.

AGVA's executive board had passed a resolution requiring all musicians who did not play in the pit in the theatre to join it, and the AFM balked.

Across the Country

(Continued from Page 3)

The B & L Theatre at McAdam, N.B., destroyed by fire some time ago, is being replaced by a very modern structure, and this theatre will open some time during February or March.

• • •

Word has been received in her home town of Saint John, N.B., of the death of Mrs. Hannah S. Pidgeon, in her 95th year, which occurred December 31st at Sepulveda, Calif. Born in Saint John, Mrs. Pidgeon was the mother of film actor Walter Pidgeon who was also born in Saint John. Funeral services were held from Forest Lawn Hollywood Hills Cemetery Chapel in Los Angeles.

Prairies

Theatre operator Jack D. Watson, and Mrs. Watson, entertained staffs of the Rex, Grand, and Queen City drive-in theatres in Regina recently. Dinner was served the 53 guests in the Hotel Saskatchewan. Presentations were made to Mr. and Mrs. Watson, to Rubie Westveit, manager of the Grand, and to George Carnie, manager of the Rex.

• • •

Some 1,200 children crowded into the Paramount theatre, Lethbridge, for a pre-Christmas free show put on by the Famous Players Theatres of Lethbridge for members of the Famous Players Movie Club. An additional 200 who could not be accommodated were sent to the Roxy for a similar type of program. Theatre staffs donated their services.

Vancouver

The triple benefits of holiday attractions with holiday prices are making the D-T managers happy. All theatres being above average. Town's leaders were, "There's No Business Like Show Business," "3-Ring Circus" and "Sign of the Pagan," all on second weeks.

• • •

Suburban house are becoming more important in providing entertainment to the Vancouver public which finds it difficult to attend the downtown theatres wih parking and driving conditions a problem, a local survey shows.

• • •

Tommy Boudreau, manager of the Odeon, Abbotsford, was given a full-page spread in the Vancouver Sun Magazine for his successful childrens matinees. The kiddies vote on what picture they want to see each week and the story said in effect there are no juvenile delinquency problems in the Fraser Valley farming community now.

$10. MILLION FOR "LEAGUES"

(Continued from Page 1)

news that Disney's "20,000 Leagues Under the Sea," during its first nine days in 57 theatres across the USA had attracted nearly 2,5000,000 patrons, paying a total of $2,200,000 in admissions.

Just as glowing when asked why Empire-Universal had been chosen as the Canadian distribution outlet for the Disney product, Mr. Samuels said, "we know from other experiences that we can do better with a local distributor and therefore it was natural to turn to one in Canada. We picked the best distributor in Canada, in our opinion, a company whose record in handling the product of another major studio, Universal-International, has been tops."

A triumphant trio would aptly describe the Disney executives, for Mr. Samuels, Mr. Levy and Mr. O'Gara flush with the release of Buena Vista's first major Disney film, which in nine days has already taken in about $2,200,000 quickly predicted a total gross of $10 million for "20,000 Leagues." All three were very proud of the record grosses hit by the Disney feature, especially on Broadway where the Astor's 1,000 seats outgrossed every other theatre with the exception of the Radio City Music Hall.

Mr. Samuels informed the Digest that Disney had close to $25 million invested in films at this time, either in production or ready for release. "Three crews are shooting in the Canadian North at this moment with another 31 crews spread all over the face of the world," stated stated Mr. Samuels, in explaining that Disney shoots 50 feet to every foot shown on the screen.

Buena Vista which was incorporated in 1950 and is actually the name of Disney's Hollywood studio, is a result of over 25 years' development with a program that has been growing constantly, building up to the present expanded production schedule now in work.

The full-fledged activity of Buena Vista, that started, with the release of "The Living Desert," the first in Disney's True Life Series, was a natural development stemming from the policy the Disney organization has followed since its early beginnings. The three explained that Disney had always financed his own pictures, always had pre sold their own films, always had created their own advertising and accessories and had always approved contracts. In other words, Mr. Samuels said, "outside of a direct personal contact with the exhibitor, we did 80% of the work, and so Buena Vista."

Everything, outside of the True Life Series will be shot in CinemaScope, Mr. Samuels stressed, as Disney has always worked in the CinemaScope dimensions and therefore is completely familiar with and not a stranger to this recent development. A look at "20,000 Leagues," provides emphatic proof of this statement.

With "Vanishing Prairie" already in release and "20,000 Leagues" due to be launched at the Imperial, Toronto, on January 28, the Disney studios are readying "The Lady and The Tramp," the first feature-length cartoon in CinemaScope; "The Littlest Outlaw" which was filmed in Mexico in color; "African Lion," the third in the True Life Series; "Switzerland," a 30-minute featurette, one of a series that will duplicate for the peoples of the world what is being done with animals in the True Life Series; "Perry," from a story by Felix Salton; a true life adventure fantasy about squirrels; "Secrets Of Life," which according to Mr. Samuels, tells the story of the meaning of life; "Sleeping Beauty," a cartoon which will cost about $4½ million, the most expensive production ever undertaken by Disney.

During the interview Mr. Perry informed the Digest that he and Mark Plottel had seen rushes on "The Lady And The Tramp," and that in his opinion it was the greatest cartoon that Disney had ever made. "The story, the music, and the color kept us spellbound," said Mr. Perry.

On the Beam

(Continued from Page 1)

ago I received the following letter from Mort Bernstein of B & L Theatres, Saint John, N.B., which I think is self-explanatory.

"Dear Jay: I have been laid up with a cold for the past three weeks and each week I can assure you I look forward to reading your Digest.

"In the December 4th edition, I noticed an item pertaining to Theatre Poster Service and would appreciate if you would ask them to send us the literature for our perusal as we would be interested in what they have to offer.

"Might I again congratulate you on your weekly, which certainly keeps one up to date on what is going on in the film industry in a very informative and interesting manner. Hope this note finds you and yours in the very best of health. Kind personal regards." (Signed) M. L. Bernstein.

Thanks, Mort, for those very kind and encouraging words. Hope you are over that cold by now.

Also in the mail-bag are a number of letters on our recent Christmas Edition. Space does no permit us to publish them all, but here's just a few samples.

From Gordon Lightstone of Paramount; "Dear Jay, I have just looked over your Christmas number, and congratulations are certainly in order for a piece of very fine work." From George Altman, Mavety Film Delivery; "Dear Jay: Heartiest congratulation on the wonderful showmanship effort with your Christmas Issue of The Digest!" From Clare Appel, CMPDA; "Dear Jay: Congratulations on your Christmas Issue, which I read from cover to cover. Over the years the Trade has come to expect outstanding special issues from The Digest, and your Christmas number certainly upholds the tradition. Keep up the good work."

From Frank Vaughan, JARO; "Dear Jay, I have just had an opportunity of reading through your special Christmas edition of the Canadian Motion Picture Digest and I could not help but write you a note of congratulation at this time.

"It is certainly one of the finest issues I have ever seen; and one which, I know, will be kept by many as a source of information, past and present.

"Thanks again for a very fine job."

Just received a bulletin from United Artists, advising that U.A. had a world gross of $43,100,000 in 1954. The announcement, made by Robert S. Benjamin, Chairman of the Board, pointed out that the 1954 world gross was the highest

(Continued on Page 6)

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
A Star Is Born (WB) C'Scope and Tech. with Judy Garland and James Mason.

SHEA'S
3rd week. There's No Business Like Show Business (20th-Fox) C'Scope and DeLuxe Color with Ethel Merman.

ODEON
2nd week. Purple Plain (JARO) Tech., with Gregory Peck.

HYLAND & CHRISTIE
3rd week. Trouble in the Glen (E-U) Trucolor with Victor McLaglen.

LOEW'S
3rd week. Deep in My Heart (MGM) Color with Jose Ferrer and Merle Oberon.

UPTOWN
3rd week. Sign of the Pagan (E-U) C'Scope and Tech. with Jeff Chandler.

UNIVERSITY & EGLINTON
3rd week. Young at Heart (WB) Warner-Color with Doris Day and Frank Sinatra.

TOWNE CINEMA
3rd week. The Vanishing Prairie (E-U) in Technicolor.

DOWNTOWN
The Caine Mutiny (Col.) Tech., with Humphrey Bogart and Jose Ferrer.

MONTREAL

CAPITOL
2nd week. Brigadoon (MGM) C'Scope and Color with Gene Kelly.

LOEW'S
2nd week. 3 Ring Circus (Par.) VistaVision and Tech. with Martin & Lewis.

PALACE
Desire (20th-Fox) C'Scope and Color with Marlon Brando and Jean Simmons.

PRINCESS
Fire Over Africa (Col.) Tech. with Maureen O'Hara and MacDonald Carey.

KENT
3rd week. The Vanishing Prairie (E-U) in Technicolor.

AVON
3rd week. Hansel & Gretel (RKO) in Technicolor.

CALGARY

CAPITOL
Last Time I Saw Paris (MGM) Tech. with Elizabeth Taylor and Van Johnson.

PALACE
Black Widow (20th-Fox) C'Scope and DeLuxe Color with Ginger Rogers.

UPTOWN
The Barefoot Contessa (UA) Tech. with Humphrey Bogart and Ava Gardner.

GRAND
Phfft (Col.) with Judy Holliday.

WINNIPEG

CAPITOL
3rd week. There's No Business Like Show Business ((20th-Fox) C'Scope and DeLuxe Color with Ethel Merman.

MET
2nd week. 3 Ring Circus ((Para.) VistaVision and Tech. with Martin & Lewis.

ODEON
Purple Plain (JARO) Tech., with Gregory Peck.

GARRICK
The Barefoot Contessa (UA) Tech. with Humphrey Bogart and Ava Gardner.

VANCOUVER

CAPITOL
3rd week. There's No Business Like Show Business (20th-Fox) C'Scope and DeLuxe Color with Ethel Merman.

VOGUE
The Barefoot Contessa ((UA) Tech. with Humphrey Bogart and Ava Gardner.

ORPHEUM
Desiree (20th-Fox) C'Scope and Color with Marlon Brando and Jean Simmons.

PLAZA & FRASER
Phfft (Col.) with Judy Holliday.

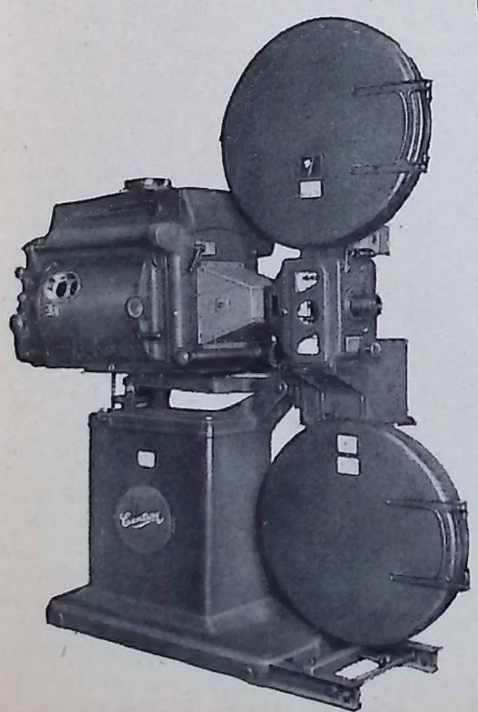
ST. JOHN

PARAMOUNT
3 Ring Circus (Para.) VistaVision and Tech. with Martin & Lewis.

STRAND
So This Is Paris (E-U) Tech. with Tony Curtis and Gloria DeHaven.

The Inseparable Pair . . .

Cinerama and Century



CINERAMA * — in Canada as in the U.S.A. and elsewhere, will use **CENTURY PROJECTORS** exclusively — for steadier pictures — cooler apertures — less film distortion.

For Theatres or Drive-ins, large or small, use **CENTURY** for better projection and customer's satisfaction.

* **CINERAMA** made its Canadian debut at the IMPERIAL Theatre, Montreal, December 27th, 1954.

DOMINION SOUND EQUIPMENTS LIMITED

(Exclusive Canadian Distributors of Century Products)

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BRANCHES AT: Halifax, Saint John, Quebec, Montreal, Ottawa, Toronto, Hamilton, London, North Bay, Winnipeg, Regina, Calgary, Edmonton, Vancouver.

DS-55-20

FILM BOARDS

(Continued from Page 1)

charged theatres, yet the newspapers accepted ads from other businesses who were willing to pay the higher rate for position on what they knew was a widely-read page. The result was that on many occasions theatre advertisements were pushed off the theatre page to make space for "appliance ads," "dancing schools" and other displays that had no relation to entertainment. The same conditions exist elsewhere and we believe the objectional practice spread to other papers who were influenced by the press of Toronto.

"A new and welcome change in newspaper-industry relations has taken place in Toronto in recent weeks. The writer was privileged to act as spokesman for the industry in the early discussions and we shall relate the progressive steps in developments which brought about the new look in the amusement sections of the two Toronto evening papers. In doing so we hope that it may act as a stimulating guide for improving newspaper-motion picture relations in other Canadian centres—especially where it is needed.

"In its issue of October 2nd, the Canadian Moving Picture Digest published a lead article headlined '250 Million Canucks Pay to See Pix—Newspapers Ignore Film Biz Interest — Amusement Rates Up.' The story carried a table showing ad rates as they existed in 1952 and as charged in 1954.

"At the invitation of the editor of the Digest, I gave a statement to his trade paper which appeared in the issue of October 9th. (Mr. Appel's letter quotes his statement in full and was headed, "Inequitable Increases In Ad Rates Protested—Appel." . . . Ed.).

"Early in December this Association was host at a luncheon attended by executives of the Telegram advertising, editorial and promotion departments and the advertising and publicity heads of exhibition and distribution located in Toronto. Two weeks later the Telegram invited management and others of the entire industry to a luncheon in the Royal York Hotel at which new columnists of the amusement section, reviewer Clyde Gilmour and Stan Helleur were introduced.

"Today, as compared with two months ago, the transformation which has taken place on the theatre pages of the two evening papers is amazing. Theatre ads look far more attractive than before and with the additional editorial space being given to 'movies' the welcome newspaper support can only bring greater public interest in them, and at a time when it is needed most.

"In those exchange centres where better newspaper co-operation is needed and desired we make this suggestion. Film Board presidents should name a small committee to meet with representative heads of exhibition and map a plan which is suggested by contents of this communication. The obvious thing it points up is that 'movies' are news that command a wide readership. The millions of fan magazines sold in Canada each year is ample evidence of public interest and the newspaper publisher can increase his circulation by creating a movie section which commands more reader interest than does his competitor. If one newspaper adopts it, the others will follow."

FITZGIBBONS

(Continued from Page 1)

of current and future releases for the attention of stockholders.

"The films we recommend to you" comprised: "White Christmas," "Three Ring Circus," "The Last Time I Saw Paris," "A Star Is Born," "Deep in My Heart," "Young at Heart," "Desiree," "There's No Business Like Show Business," "Hansel and Gretel," and "20,000 Leagues Under the Sea."

Len Bishop Hangs A Big One-A Sign

Manager Len Bishop erected one of the largest painted signs for an attraction ever seen in Toronto for "There's No Business Like Show Business." The title of the picture appeared in traditional box-car letters on the side-wall of the theatre. The huge sign could easily be read from the square in front of the City Hall and down Bay Street. The picture's name itself actually served as a boost for the whole film business.

BILL FOREMAN, recently appointed Sales Manager for Alliance Films Ltd.

Production Of Business Films Examined In Book By Ad Assoc.

What is probably the first authoritative data book on the production of business films has just been published by the U.S. Association of National Advertisers.

Titled "The Dollars & Sense of Business Films," it can be had from the ANA, at 285 Madison Ave., New York, for $5.

The book surveys 157 business films, produced by 67 leading U.S. companies at a total cost of $12,000,000. The ANA Films Steering Committee compiled it after two years' research.

The aim, as set out in the foreword, is to: "Compile useful production and distribution cost data on public relations and advertising motion pictures."

About half the pages are given over to illustrating some of the principal results through a three-color cartoon technique. The latter section is a series of charts and tables giving complete information on each film produced, particularly regarding cost. Samples of questionnaires sent to film-producing firms are shown.

Perhaps the most helpful part of the survey is what it doesn't tabulate. When results are doubtful, or incomplete information makes general conclusions impossible, it says so frankly. Businessmen interested in non-theatrical films can thus use it as a guide with confidence.

Among its results, the ANA notes that most business films cost between $10,000 and $30,000 to produce. The cheapest has been made for $1,732, the most expensive for $426,000. But cost-per-viewer varies with the film's life span. When circulated for less than a year, it averages 97c. This drops to seven cents when circulation covers two years, and to less than half a cent when the film is distributed for more than 10 years.

Business films lean overwhelmingly to sound (only 6 per cent were silent) and favor color, four to one. The average running time is 26 minutes, the average life span five years. Each is seen annually by anywhere from 1,250 people to more than 4,500,000. This doesn't include TV viewers, who bring the maximum total to almost 22,000,000.

Most films are made for viewing by schools and colleges, followed closely by club groups, business and industry, and the general public. Church audiences are the target for 61 per cent of them, management for 57 per cent, TV for 52 per cent, and the stockholders, 12 per cent. About nine out of 10 have national U.S. distribution. Nearly half are also shown in Canada, and about a third go to other foreign countries as well.

The ANA Steering Committee has made recommendations for further studies in business films as a result of its research. One suggests that business aim its films at a more specific audience, for greater viewer impact.

Kirk Douglas Signs For 6 Films With UA

Arthur B. Krim, president of United Artists, and Kirk Douglas, the motion picture star, announced jointly recently that Douglas had formed his own independent film company, Bryna Productions, to produce six pictures for United Artists release.

"Viking Raiders" and "Van Gogh" will be the first two films from Bryna Productions. Douglas will star in both.

The initial film, "Viking Raiders," is an original story to be directed by Richard Fleischer, who directed Douglas in his new starring film, "20,000 Leagues Under the Sea," a Disney production.

The second Bryna Production, "Van Gogh," based on the romantic adventurous life of the celebrated Dutch artist, will be directed by Jean Negulesco, director of "Johnny Belinda," "Phone Call from a Stranger," "Three Coins in the Fountain" and other hits.

Douglas' entry into the production field marks the high point of his association with United Artists. It was his performance in a United Artists release, "Champion," that catapulted the actor to stardom, leading to his outstanding portrayals in "The Glass Menagerie," "The Big Carnival," "Detective Story," "Act of Love" and "20,000 Leagues Under the Sea."

ON THE BEAM

(Continued from Page 5)

in the 35-year history of the company. Since the present management came to U.A., the annual grosses have risen from $19,900,000 in 1951, to $29,300,000 in 1952, to $38,600,000 in 1953, and now over the $43,000,000 mark in 1954. Quite a record, and quite a tribute to the present U.A. management.

Chatter... That Could Matter!

By MAX CHIC

The end of January will be bingo week in Toronto as 4 top Hollywood stars will be visiting Toronto, at the **Royal Alex. Deborah Kerr** and at **Massey Hall, Marge** and **Gower Champion, MGM** stars appearing with **Harry Belafonte** soon to be seen in **Fox's** "Carmen Jones" . . . the Communion Breakfast usually held in the early part of January in Toronto has been moved back to February.

Charles Chaplin, who celebrates his 25th year in our business this week still looks young and dapper as ever despite the hardest two years in his life . . . these last two under the **Krim** management has resulted in the largest number of pictures ever released by **UA** and therefore doubled the work for one of Canada's youngest film executives . . . the new Year has been a good one so far with top business, top films and top exploitation campaigns . . . the boys are all set to make '55 a record year.

The **WOMPI's** have scheduled a big do for early February where their new officers will be inducted and their charter affiliating them with the U.S. group will be presented them by yours truly . . . **Canadians For United Nations** have set 3 film showings on January 16, "It Happened In Europe"; February 27, "The Stars Look Down" and on March 20, the old-time classic, "Birth Of A Nation" . . . their idea to present films showing the broad aspects of film-making as exemplified in various countries.

The **Amherst Theatre,** Montreal, which for the past year has been operated for **Premier Operating** by **Raymond Allen** will as of now be handled direct from Toronto . . . the movies at the beginning of each year come under the critical eyes of professional and non-professional critics the world over and Canada's **Gallup Poll** is no exception . . . the institute which takes a cross-section of the public, asked the question, "Which was the movie you enjoyed the most this year?" The movies chosen were: "The Robe," "Gone With The Wind," "Magnificent Obsession," "From Here To Eternity," "White Christmas," "The Kidnappers," "The Caine Mutiny," "On The Water-Front" and "Martin Luther."

The Motion Picture Event Of The Week . . . the community work that **J. J. Fitzgibbons** does . . . and for February, his efforts for **St. Mike's Hospital Fund.**

Myers Attends 20th Fox Sales Meet—7 CinemaScopes Coming

Peter Myers, 20th Century-Fox Canadian General Manager, attended an important 2-day sales meeting that convened January 7, at the 20th Century-Fox home office.

Called by director of distribution Al Lichtman, the sessions were devoted to formulating merchandising and promotional plans for 9 productions, 7 in CinemaScope and color and 2 standard films, one in color, to be released by the company between January and March. A general review of company sales policy was also on the agenda.

Addressing the opening session was President Spyros P. Skouras, who outlined plans for the coming year and reported on his recently concluded 6-week trip to Europe surveying the international progress of CinemaScope.

January CinemaScope releases are "Prince of Players" and Otto Preminger's "Carmen Jones." February CinemaScope pictures are "The Racers" and Panoramic Production's "White Feather." March CinemaScope films are "Untamed" and "That Lady." The company's Easter holiday release is "A Man Called Peter."

Standard pictures under consideration are Panoramic Production's "A Life In The Balance," set to bow in February, and "Our Girl Friday," a George Minter production in color, slotted for March release.

A series of regional meetings under the respective chairmanships of the territorial sales heads also will be held to set in motion plans formulated at the overall parley and to further confer on particular area conditions. Among the topics under general discussion will be the print situation, CinemaScope short subjects, Terrytoons, newsreels, stereophonic sound and suggested methods for improving CinemaScope programming.

Highlighting the agenda was a showing of "Prince of Players," starring Richard Burton, Maggie McNamara and John Derek.

CANADIAN BALLET

The William Morris Agency and National Ballet Guild of Canada have entered into an agreement whereby the Morris office becomes the exclusive worldwide representative of the National Ballet of Canada.

FOR **CINEMASCOPE** TRUE PRESENTATION:
COMPARE AND YOU'LL SEE!

WHY **'VIDOSCOPE'** ANAMORPHIC AND PRIME LENSES
ARE STILL THE BEST: — MORE —
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STUDIO ROUND-UP

United Artists have signed **George Dolenz** and **Peter Van Eyck** for feature roles in "The Kill," formerly titled "Canada's Great Manhunt," the story of Canada's FBI, starring **Edward G. Robinson** and **George Raft . . . Republic** finalized plans for a dual premiere in Missoula, Montana for "Timberjack," outdoor drama featuring **Sterling Hayden** and **Vera Ralston . . . MGM** acquires screen rights to the **Harper's** prize novel "Trial," story of an idealistic law school professor; also to the **Robert Ruark** story "Something of Value."

Donald O'Connor joins cast of **Paramount's** "Anything Goes," with topcast of **Jeanmaire** and **Bing Crosby . . . James Dean,** dynamic newcomer to the screen, has been set by **Warners** for starring role in "Rebel Without a Cause," his screen debut was in the **CinemaScope-Warner Color** drama "East of Eden". . . Twelve City PA tour for **Columbia** star, **Dianne Foster,** on behalf of her latest picture, "The Violent Men."

Norman Wisdom at **JARO'S** Pinewood Studio filming his current comedy, "One Good Turn" **. . . Republic's** "Man From Texas" before the cameras on location at St. George, Utah, with **John Payne, Mona Freeman** and **Lee J. Cobb . . .** Plans for **Warner's** "Giant" going ahead at full spead with **George Stevens** and staff flying to Texas to select location sites and **Paul Hurst** assigned to job of set decorator.

After extensive preparation, **Paramount's VistaVision** version of "Vagabond King" is before the cameras with **Michael Curtiz** directing a stellar cast topped by **Kathryn Grayson** and **Oreste Kirkop . . .** Moss Hart, writer of the screen play for **20th-Fox's** "Prince of Players," in New York for a series of promotions for the film.

Paramount announces one of the most important production deals for the new year with the signing of **William Wyler** and **Billy Wilder,** to multiple-picture contracts, which will continue over a period of years, with a profit participation in the pictures by each of the men.

(*Continued on Page 8*)

STUDIO NEWS

(*Continued from Page 7*)

New British screen personality, **Harry Andrews,** signed to key role in **U.A.'s** "Alexander the Great," spectacle film with **Richard Burton** in the lead . . . **David Niven** co-stars with **Edmund Purdom** and **Ann Blyth** in **Metro's** historical novel "The King's Thief."

Yvonne de Carlo signed by **Republic** to star in "Rebel Island," which is set to roll January 26th, on location in the Bahamas . . . **Sam Katzman** to do original story and screenplay for **Columbia,** "Inside Detroit," slated for filming in May . . . National trade screening for **Warner's, Hall Bartlett** production "Unchained," cast headed by **Elroy Hirsch, Barbara Hall** and **Chester Morris.**

February date set by **20th-Fox** for the national release of their **CinemaScope** feature "The Racers," starring **Kirk Douglas** and **Bella Darvi . . . Alfred Hitchcock** holidaying at St. Moritz, after completing production and direction of "To Catch a Thief" and "The Trouble With Harry," for **Paramount.**

"Trapeze," is the next **Hecht-Lancaster** release for **United Artists,** starred will be **Burt Lancaster** in this murder drama of a travelling circus . . . **Columbia's** "Deadlock," the **Stewart Granger-Jean Simmons** starrer, has been retitled "Rebound." . . . A distinguished all-male cast, headed by **John Mills,** is featured in **JARO's** war drama "Above Us The Waves," story of the heroic courage of the men who were known as human torpedos.

Walter Abel set for role of prison warden in **Warner's** "I Died a Thousand Times". . . **Marla English** signed for first starring role opposite **Ralph Meeker** in the **Bel-Air production** "Desert Sands," which will be released by **United Artists . . . Dany Kaye** chosen by **Paramount** to portray the coveted role of **Red Nichols** in the forthcoming film "Intermission." **Phil Carey** shortly to be seen with **Tyrone Power** and **Maureen O'Hara** in "The Long Gray Line," will next team up with **Van Heflin** and **Joan Woodward** in the **Copa Production** "The Calico Pony," for **Columbia** release. Writers **Barry Shipman** and **Houston Branch** report to **Republic** for work on the original screenplay, "The Ghost Breakers," to star **Judy Canova.**

VISTAVISION

First of the VistaVision productions by the J. Arthur Rank Organization will be "Value for Money," rolling soon.

"THE ADS ARE TERRIFIC" Mr. A. W. Perry, President of Empire-Universal advises as he studies the pressbook for Disney's "20,000 Leagues Under The Sea". Left to right are, Mark Plottel; Leo Samuels; Charles Levy; A. W. Perry; Walter Kennedy and James O'Gara.

Direct Mail Ad Campaign Film Made

Companies and organizations interested in a direct mail ad campaign can now obtain a 16-minute film on the medium to show to interested members of advertisers.

Titled "Dear Mr. Customer," the film is a 16-minute animated cartoon in color. It shows how direct mail advertising is created and campaigns planned. Technical aspects of production and mailing are outlined as they might be done by one theoretical advertiser.

The Reuben H. Donnelley Corp. of Chicago produced the film, at a cost of $65,000. Its makers claim it is one of the most detailed efforts to date to explain the methods and purpose of a major advertising medium.

The film can be obtained by writing the Direct Mail Advertisers Association, 381 4th Ave., New York 16, or direct to A. M. Anderson, The Reuben H. Donnelley Corp., 350 E. 22nd St. Chicago 16.

Finian's Rainbow

Because David Wayne is tied up in New York by "Tea House of the August Moon" on Broadway and his "Norby" TV series, Maurice Binder, producer of the cartoon feature, "Finian's Rainbow," is sending director Lynn Murray and actors Barry Fitzgerald and Jim Backus by plane to New York to do four days of recording Wayne's voice for the role of the Leprechaun. "Finian's Rainbow," a DCA production, will be released in Canada through Alliance Films.

The above is the Executive of the Women of the Motion Picture Industry Club of Toronto, elected on December 2nd, 1954 at a meeting held at the St. Regis Hotel: Seated, left to right, Marjorie Wilson 2nd Vice President, of J. Arthur Rank Organization, Anne Kaplan, President, of Paramount Film Service, Gladys Rawnsley, 1st Vice President, United Artists Corporation, standing at the back, May Lavendusky, on Board of Directors, Odeon Theatres of Canada Ltd., Marguarite Thompson, on Board of Directors, Paramount Film Service, Lillian Pooley, Treasurer, Paramount Film Service, Florence Long, Board of Directors, General Theatre Supply and Marion Hertell, Secretary, of Canadian Motion Picture Distributors Association.

AMUSEMENT STOCK QUOTATIONS

For Week Ending January 9

1954-55 High	1954-55 Low	Stock & Divid. in Dollars	Sales 100s	High	Low	Last	Net Change
		TORONTO STOCK EXCHANGE					
28⅞	19	Fam. Players 1.60x		27¾	27½	27½	-|-1
		N.Y. STOCK EXCHANGE					
25¼	14½	Am Br-Par	582	25⅛	22½	23⅞	—1⅛
34⅝	19¾	Col Pict 1¼r	99	34⅝	31	32¾	—1¾
18⅛	9¼	Decca Rec .70	395	15⅞	14⅝	15¼	— ½
22	13¼	Loew's .90e	1076	21⅝	19½	20⅛	—1½
40	26	Para. Pict. 2	195	40	36	37⅝	—2½
7¼	3	Republic Pictures	594	7¼	6	7	-|- ½
8⅞	2⅞	RKO Pictures	96	8⅞	7	7⅜	—1¼
10⅛	4½	RKO Thea. .20g xd	277	9⅞	9	9⅜	— ¼
20⅜	11⅛	Stan. War. .95e	136	20⅜	19¼	19⅝	— ⅜
30¼	18¼	Twent. Cen. 1.60a	408	30	27⅛	28	—1¾
32¼	18½	Univ. Pict. 1a	49	30⅞	29	30⅝	— ⅜
21⅛	13⅝	Warn. Bros. 1.20	104	20⅜	18⅝	19½	— ⅞
		AMERICAN STOCK EXCHANGE					
6	3⅝	Allied Art. .10g	141	5⅜	4⅞	5	— ⅜

Quotations, Courtesy of

J. H. CRANG & CO.

40 Adelaide W., Toronto